

Graphic Design

<http://www.design.iastate.edu/graphicdesign/index.php>

Undergraduate Study

The department offers the degree Bachelor of Fine Arts (B.F.A.) in Graphic design.

B.F.A. Graphic Design. Emphasis is on creative problem solving, design process, visual organization and communication media, and interaction design. Graphic design graduates effectively integrate abstract thinking skills such as communication design theory, history, methodology; and technology. Components of visual communication including typography, symbology, time-based media, information design, branding, image creation, and other communication systems are integrated with an understanding of professional practice.

Graduate Study

The department offers the degrees of Master of Fine Arts (M.F.A.) in Graphic Design, Master of Arts (M.A.) in Graphic Design, and Master of Arts (M.A.) in Graphic Design with a specialization in environmental graphic design.

M.F.A. graduates in Graphic Design are skilled in communication design, problem solving, and are adept in the use of visual language, symbology, and interaction. Graduates are proficient in the design of communications and the use of technologies that incorporate human interaction with environments, objects, and electronic and traditional publications. The M.F.A. is recognized as the terminal degree in the graphic design field. The degree requires completion of a written thesis integrating theory, research, and design problem solving.

The M.A. in Art and Design with a specialization in graphic design requires a minimum of 30 credits including seminar courses in art and design, a studio concentration, a history course, a business practice course, courses outside of graphic design, and the completion of a capstone course in graphic design. Graduate students selecting the M.A. in graphic design will focus on a first professional degree. Applicants without a degree in graphic design may be required to complete up to 17 additional credits of coursework.

The M.A. in Art and Design with a specialization in environmental graphic design requires a minimum of 34 credits including a seminar course in art and design, a studio concentration, a history course, courses in design methods, and the completion of a capstone course in environmental graphic design. Graduate students selecting the M.A. in environmental graphic design will focus on a first professional degree. Applicants without a degree in background in environmental graphic design may be required to complete up to 15 additional credits of coursework.

Credit earned at Iowa State University or other institution for the Master of Arts degree may be applied toward the Master of Fine Arts degree at the discretion of the program of study committee.

Applicants to the graduate program should have an undergraduate major in an art or design area and demonstrate the ability to do technically competent and original work through the presentation of a slide or digital portfolio for faculty review. Past academic performance and the quality of studio work are critical in the admission process. A minimum 3.0 GPA in the student's undergraduate major is the standard for full admission to the graduate program. Admission is also determined by studio space available within the program area, which changes yearly due to graduate students' progress in their programs of study.

Graduate students who have not completed an undergraduate program of study substantially equivalent to that required of undergraduates in the department can expect that additional supporting coursework, determined by the graduate faculty, will be required.

Prospective students are advised to contact the graduate coordinator with specific questions about admission procedures and portfolio review. Application and additional program information may be obtained from the Department of Graphic Design, College of Design, Iowa State University, Ames, IA 50011-3092.

Curriculum in Graphic Design

The Curriculum in Graphic Design leads to a 123.5 credit undergraduate Bachelor of Fine Arts in Graphic Design including the 30 credit core Design Program.

Admission into the professional program depends upon available resources and is subject to the approval of a faculty committee at the completion of the Core

Design Program. Applicants are reviewed on the basis of academic performance, a portfolio of original work, and a written essay.

Transfer students with studio credits from other programs, colleges, and universities must present for departmental review a portfolio of work done in those courses in order to have the credits apply toward studio requirements. Students are required to present this portfolio upon admission and prior to registration for classes. Arrangements for this process must be made with department advisors.

A 34 graduate credit program is offered leading to the Master of Arts specialized in Environmental Graphic Design for students planning to undertake professional degree. (NOTE: Applicants without a degree in background in environmental graphic design may be required to complete up to 15 additional credits of coursework).

A 30 graduate credit program is offered leading to the Master of Arts specialized in Graphic Design for students planning to undertake professional degree. (NOTE: Applicants without a degree in background in graphic design may be required to complete up to 18 additional credits of coursework).

A 60 graduate credit post-professional graduate program is also offered leading to the degree Master of Fine Arts.

For more complete graduate program descriptions see Graduate Study under Graphic Design in the Courses and Programs section.

Total Degree Requirement: 123.5 cr.

Only 65 cr. from a two-year institution may apply which may include up to 16 technical cr.; 9 P-NP cr. of free electives; 2.00 minimum GPA.

International Perspective: 3 cr.

U.S. Diversity: 3 cr.

Communications: 10 cr.

ENGL 150	Critical Thinking and Communication *	3
ENGL 250	Written, Oral, Visual, and Electronic Composition *	3
LIB 160	Information Literacy	1
One of the following:		3
COMST 101	Introduction to Communication Studies	
COMST 102	Introduction to Interpersonal Communication	
CMDIS 286	Communicating with the Deaf	
SP CM 110	Listening	
SP CM 212	Fundamentals of Public Speaking	
Total Credits		10

* with a C- or better

Humanities: 6 cr.

6 cr. from program curriculum sheet.

Social Sciences: 6 cr.

6 cr. from program curriculum sheet.

Math/Physics/Biol. Sciences: 6 cr.

6 cr. from program curriculum sheet.

General Education Courses: 12 cr.

6 cr. of course level 300-400 from program curriculum sheet; Complete 6 cr. from department curriculum sheet.

College of Design Core: 11.5 cr.

DSN S 102	Design Studio I	4
DSN S 115	Design Collaborative Seminar	0.5
or DSN S 110	Design Exchange Seminar I	
DSN S 131	Design Representation	4
DSN S 183	Design Cultures	3
Total Credits		11.5

Art and Design History: 12 cr.

ART H 280	History of Art I	3
ART H 281	History of Art II	3
Six credits from program curriculum sheet		6
Total Credits		12

Studio Options: 6 cr.

6 cr from ArtIS, ArtID, LA, Arch, or other approved studio course.

Graphic Design: 52 cr.

ARTGR 270	Graphic Design Studio I	3
ARTGR 271	Graphic Design Studio II	3
ARTGR 272	Digital Photography for Graphic Design	3
ARTGR 275	Graphic Technology I	2
ARTGR 276	Graphic Technology II	2
ARTGR 281	Visual Communication and Branding	3
ARTGR 377	Graphic Design Internship Seminar	1
ARTGR 370	Graphic Design Studio III	3
ARTGR 371	Graphic Design Studio IV	3
ARTGR 387	Graphic Design History/Theory/ Criticism I	3
ARTGR 372	Graphic Design Materials and Processes	3
ARTGR 470	Graphic Design Studio V	3
ARTGR 471	Graphic Design Capstone	5
ARTGR 481	Graphic Design Professional Practices	3
ARTGR 480	Graphic Design Internship	3
Nine credit options from program curriculum sheet		9
Total Credits		52

Electives: 2 cr.

Remaining electives sufficient to complete graduation requirements.

Courses primarily for undergraduates:**ARTGR 270. Graphic Design Studio I.**

(0-6) Cr. 3. F. *Prereq: DSN S 102, DSN S 131 and enrollment in ARTGR 275; admission to the graphic design program through department review*
Basic design concepts and color principles used for visual communication.

ARTGR 271. Graphic Design Studio II.

(0-6) Cr. 3. S. *Prereq: ART 230, ARTGR 270, ARTGR 275 and enrollment in ARTGR 276*

Principles of typographic composition, structure and hierarchy. Formal and conceptual principles of symbology.

ARTGR 272. Digital Photography for Graphic Design.

(0-6) Cr. 3. F.S. *Prereq: Concurrent enrollment in ARTGR 270 OR ARTGR 271*
This course will address the development of "seeing" as a medium design, expression, and visual communication including compositional dynamics, advanced digital image manipulation, software usage and support, digital camera operations along with scanning and other digital input devices, color management, digital format for presentation and printing with digital ready formats.

ARTGR 275. Graphic Technology I.

(0-4) Cr. 2. F. *Prereq: concurrent enrollment in ARTGR 270*
Basic 2-dimensional computer skills for graphic design.

ARTGR 276. Graphic Technology II.

(1-2) Cr. 2. S. *Prereq: ARTGR 275 and concurrent enrollment in ARTGR 271*
Basic 3-dimensional computer skills for graphic design.

ARTGR 281. Visual Communication and Branding.

(3-0) Cr. 3. F.

Introduction to basic principles of visual communication that contribute to the successful comprehension of intended visual messages; these include promotional messages, such as corporate branding and marketing campaigns, as well as informational messages, such as those used in computer interface design or in the clear presentation of diagrammatic data. Emphasis is placed on sensitivity to the diversity of the intended American or global audience, and to the cross-cultural differences that may affect the ways that visual messages are interpreted. Methods for creating brand experiences are explored as they apply to both small and large enterprises, ranging from personal brand to corporate brand identities.

ARTGR 370. Graphic Design Studio III.

(0-6) Cr. 3. F. *Prereq: ARTGR 271, ARTGR 276, and credit or concurrent enrollment in ARTGR 387*

Creation and design of images and symbols for communication. Application and integration of typography with images and symbols.

ARTGR 371. Graphic Design Studio IV.

(0-6) Cr. 3. S. *Prereq: ARTGR 370 and ARTGR 387*

Development and preparation of design concepts for application to the printing and electronic publishing process. Creative problem-solving skills, introduction to systems design.

ARTGR 372. Graphic Design Materials and Processes.

(3-0) Cr. 3. S. *Prereq: Credit or concurrent enrollment in ARTGR 371*

Lecture about the processes and materials involved in graphic design arts reproduction. Course covers pre-press, paper selection and specification, ink systems, type systems and fonts, output technology, printing presses and bindery operations.

ARTGR 377. Graphic Design Internship Seminar.

(1-0) Cr. 1. F. *Prereq: Credit or concurrent enrollment in ARTGR 370 or ARTGR 371*

Procedural and ethical concerns related to the graphic design internship. Personal goals, preparation of resume and plans for internship. Study and tours of areas of interest within the graphic design profession.

ARTGR 378. Critical Issues in Graphic Design.

(2-0) Cr. 2. *Prereq: Credit or concurrent enrollment in ARTGR 370*

Lecture, discussion and writing about the critical issues facing the communications field today and in the future.

ARTGR 387. Graphic Design History/Theory/ Criticism I.

(Dual-listed with ARTGR 587). (3-0) Cr. 3. F. *Prereq: ART H 280, ART H 281 and DSN S 183*

Late nineteenth century to the 1990s. This course will explore the cultural, social, political, industrial, and technological forces that have influenced the practice of graphic design in Britain, Europe, and the United States. Students will study the historical issues and problems facing designers, their clients, and their publics. Nonmajor graduate credit.

ARTGR 388. Graphic Design History/Theory/ Criticism II.

(Dual-listed with ARTGR 588). (3-0) Cr. 3. S. *Prereq: ARTGR 387 or ART H 281 and DSN S 183*

Critical issues that affect the contemporary practice of graphic design as it relates to the United States. Students will study a variety of issues that include, but are not exclusive to, new media, gender, class, design and the public sphere, design as social action, postmodern design theory, sustainability, and ethical practice. Nonmajor graduate credit.

Meets U.S. Diversity Requirement

ARTGR 391. Graphic Design Field Study.

(0-1) Cr. 1. Repeatable, maximum of 2 credits. *Prereq: Concurrent enrollment in 300 or 400 level graphic design studio course*

Travel, study, and tours of areas of interest within the graphic design profession such as print production companies, design studios, and museums. Offered on a satisfactory-fail basis only.

ARTGR 470. Graphic Design Studio V.

(0-6) Cr. 3. F. *Prereq: ARTGR 371*

Advanced design systems as applied to corporate identity and environmental graphic design. Symbology as an integrated component of communication systems.

ARTGR 471. Graphic Design Capstone.

(0-10) Cr. 5. S. *Prereq: ARTGR 470 or permission of instructor*

Experience design and innovation in a multi-disciplinary design studio. Class will use unique research, design, evaluation, creativity, and innovation methodologies to solve human problems on special topics. Designed solutions will be in the form of products, artifacts, interfaces, information, and human environments.

ARTGR 472. Photography and Narrative Message.

(Dual-listed with ARTGR 572). (0-6) Cr. 3. *Prereq: Enrollment in ARTGR 370, ARTGR 371, ARTGR 470, or ARTGR 471*

Photography as a tool for creating conceptually-driven images and metaphors. Emphasis is on photography as an evocative storytelling device for a range of audiences and design applications. Compositional and technical aspects are explored to ensure successful interpretation of the photograph's intended message.

ARTGR 473. Multimedia Design.

(Dual-listed with ARTGR 573). (0-6) Cr. 3. F.S. *Prereq: Concurrent enrollment in ARTGR 370, ARTGR 371, ARTGR 470, or ARTGR 482*

The design of visual, aural and textual communication for electronic media.

ARTGR 474. Exhibition Design.

(Dual-listed with ARTGR 574). (0-6) Cr. 3. F.S. *Prereq: Concurrent enrollment in ARTGR 370, ARTGR 371, ARTGR 470, or ARTGR 482*

Visual communication applied to exhibition design focusing on educational or interactive museum exhibitions, trade show booth design, and modular unit design for traveling exhibitions. Translation of graphic information to a three-dimensional space.

ARTGR 475. Advanced Typography.

(Dual-listed with ARTGR 575). (0-6) Cr. 3. F.S. *Prereq: Concurrent enrollment in ARTGR 370, ARTGR 371, ARTGR 470 or ARTGR 482*

Typographic theory exploring traditional and non-traditional forms, both historical and contemporary typographic achievements.

ARTGR 476. Graphic Design Methodology.

(Dual-listed with ARTGR 576). (0-6) Cr. 3. F.S. *Prereq: Concurrent enrollment in ARTGR 370, ARTGR 371, ARTGR 470 or ARTGR 482*

Analysis and application of scientific, systematic, and non-traditional problem-solving and problem-seeking techniques.

ARTGR 477. Graphic Design Practicum.

(0-6) Cr. 3. F.S. *Prereq: Concurrent enrollment in ARTGR 370, ARTGR 371, ARTGR 470, or ARTGR 482; portfolio review and permission of instructor*

Graphic design outreach and problem solving. Individual and group projects for non-profit clients selected by the instructor.

ARTGR 478. Web Design for E-Commerce/Graphic Applications.

(Dual-listed with ARTGR 578). (0-6) Cr. 3. F.S. *Prereq: Concurrent enrollment in ARTGR 370 or ARTGR 371 or ARTGR 470 or ARTGR 482*

The development of advanced and experimental web design for the applications of e-commerce, education and the communication of visual information.

ARTGR 479. Wayfinding Design.

(Dual-listed with ARTGR 579). (0-6) Cr. 3. F.S. *Prereq: Concurrent enrollment in ARTGR 370, ARTGR 371, ARTGR 470 or ARTGR 482*

Study of the navigational challenges of built environments and outdoor spaces, including site analysis, development of navigational plans, and design of wayfinding sign systems. Issues of function, accessibility, legibility, and fabrication are considered.

ARTGR 480. Graphic Design Internship.

(3-0) Cr. 3. SS. *Prereq: ARTGR 377, 12 credits in graphic design; permission of instructor, registration in advance of enrollment*

Graphic design experience in an off-campus professional environment.

ARTGR 481. Graphic Design Professional Practices.

(3-0) Cr. 3. S. *Prereq: Credit or concurrent enrollment in ARTGR 470*

Professional design management: ethics, setting up a new business, client/designer relationships, contractual options, billing practices, and effective operating procedures.

ARTGR 482. Professional Presentation.

(0-6) Cr. 3. S. *Prereq: ARTGR 470 and concurrent enrollment in ARTGR 471*

Exploration and development of the graphic design portfolio and resume in electronic, print, and photographic form.

ARTGR 484. Selected Studies in Graphic Design.

(Dual-listed with ARTGR 584). Cr. 1-3. Repeatable, maximum of 9 credits. *Prereq: Permission of instructor*

Special issues related to graphic design. Topics vary each time offered.

ARTGR 490. Independent Study.

Cr. 1-6. Repeatable. *Prereq: Written approval of instructor and department chair on required form in advance of semester of enrollment*

Student must have completed related graphic design coursework appropriate to planned independent study. Offered on a graded basis or a satisfactory-fail basis.

ARTGR 490A. Independent Study: Theory, Criticism, and Methodology.

Cr. 1-6. Repeatable. *Prereq: Written approval of instructor and department chair on required form in advance of semester of enrollment*

Student must have completed related graphic design coursework appropriate to planned independent study. Offered on a graded basis or a satisfactory-fail basis.

ARTGR 490B. Independent Study: Two-Dimensional Design.

Cr. 1-6. Repeatable. *Prereq: Written approval of instructor and department chair on required form in advance of semester of enrollment*

Student must have completed related graphic design coursework appropriate to planned independent study. Offered on a graded basis or a satisfactory-fail basis.

ARTGR 490C. Independent Study: Three-Dimensional Design.

Cr. 1-6. Repeatable. *Prereq: Written approval of instructor and department chair on required form in advance of semester of enrollment*

Student must have completed related graphic design coursework appropriate to planned independent study. Offered on a graded basis or a satisfactory-fail basis.

ARTGR 490H. Independent Study: Honors.

Cr. 1-6. Repeatable. *Prereq: Written approval of instructor and department chair on required form in advance of semester of enrollment*

Student must have completed related graphic design coursework appropriate to planned independent study. Offered on a graded basis or a satisfactory-fail basis.

ARTGR 490I. Internship/Cooperative (in-depth experience other than ArtGr 480).

Cr. 1-6. Repeatable. *Prereq: Written approval of instructor and department chair on required form in advance of semester of enrollment*

Student must have completed related graphic design coursework appropriate to planned independent study. Offered on a graded basis or a satisfactory-fail basis.

ARTGR 491. Publication Design: Magazines.

(Dual-listed with ARTGR 591). (0-6) Cr. 3. F. *Prereq: Credit or concurrent enrollment in ARTGR 370*

The philosophy, concepts and structures of magazine design.

ARTGR 492. Publication Design: Books.

(Dual-listed with ARTGR 592). (0-6) Cr. 3. S. *Prereq: Credit or concurrent enrollment in ARTGR 370 or ARTGR 371*

The philosophy, concepts and structures of book design.

ARTGR 493. Workshop.

Cr. 1-3. Repeatable. *Prereq: Evidence of satisfactory experience in area of specialization*

Intensive 2 to 4 week studio exploration. Topics vary each time offered.

Courses primarily for graduate students, open to qualified undergraduates:**ARTGR 570. Advanced Studies in Visual Communication.**

(0-6) Cr. 3. F. *Prereq: Graduate classification in College of Design*

Theory and investigation of systems, structures, principles of visual organization, and typography for communication. Studio problems will be influenced by social, cultural, environmental, or technological factors.

ARTGR 571. Signs, Symbols, Images.

(0-6) Cr. 3. S. *Prereq: Graduate Classification in College of Design*

Investigation and application of signs, symbols and semiotic theory for communication. Studio problems influenced by social, cultural, environmental, or technological factors.

ARTGR 572. Photography and Narrative Message.

(Dual-listed with ARTGR 472). (0-6) Cr. 3. *Prereq: Graduate enrollment in College of Design*

Photography as a tool for creating conceptually-driven images and metaphors. Emphasis is on photography as an evocative storytelling device for a range of audiences and design applications. Compositional and technical aspects are explored to ensure successful interpretation of the photograph's intended message.

ARTGR 573. Multimedia Design.

(Dual-listed with ARTGR 473). (0-6) Cr. 3. *Prereq: Graduate enrollment in College of Design*

The design of visual, aural and textual communication for electronic media.

ARTGR 574. Exhibition Design.

(Dual-listed with ARTGR 474). (0-6) Cr. 3. *Prereq: Graduate enrollment in College of Design*

Visual communication applied to exhibition design focusing on educational or interactive museum exhibitions, trade show booth design, and modular unit design for traveling exhibitions. Translation of graphic information to a three-dimensional space.

ARTGR 575. Advanced Typography.

(Dual-listed with ARTGR 475). (0-6) Cr. 3. *Prereq: Graduate classification in College of Design*

Typographic theory exploring traditional and non-traditional forms, both historical and contemporary typographic achievements.

ARTGR 576. Graphic Design Methodology.

(Dual-listed with ARTGR 476). (0-6) Cr. 3. *Prereq: Graduate enrollment in College of Design*

Analysis and application of scientific, systematic, and non-traditional problem-solving and problem-seeking techniques.

ARTGR 578. Design for E-Commerce/Graphic Applications.

(Dual-listed with ARTGR 478). (0-6) Cr. 3. *Prereq: Graduate enrollment in College of Design*

The development of advanced and experimental web design for the applications of e-commerce, education and the communication of visual information.

ARTGR 579. Wayfinding Design.

(Dual-listed with ARTGR 479). (0-6) Cr. 3. *Prereq: Graduate enrollment in College of Design*

Study of the navigational challenges of built environments and outdoor spaces, including site analysis, development of navigational plans, and design of wayfinding sign systems. Issues of function, accessibility, legibility, and fabrication are considered.

ARTGR 584. Selected Studies in Graphic Design.

(Dual-listed with ARTGR 484). Cr. arr. Repeatable. *Prereq: Graduate classification in the College of Design*

Special issues related to graphic design. Topics vary each time offered.

ARTGR 587. Graphic Design History/Theory/ Criticism I.

(Dual-listed with ARTGR 387). (3-0) Cr. 3. F. *Prereq: Graduate classification*
Late nineteenth century to the 1990's, this course will explore the cultural, social, political, industrial, and technological forces that have influenced the practice of graphic design in Britain, Europe, and the United States. Students will study the historical issues and problems facing designers, their clients, and their publics.

ARTGR 588. Graphic Design History/Theory/ Criticism II.

(Dual-listed with ARTGR 388). (3-0) Cr. 3. S. *Prereq: Graduate classification*
Critical issues that affect the contemporary practice of graphic design as it relates to the United States. Students will study a variety of issues that include, but are not exclusive to, new media, gender, class, design and the public sphere, design as social action, postmodern design theory, sustainability, and ethical practice.

ARTGR 589. Design and Ethics.

(Cross-listed with HCI). (3-0) Cr. 3. *Prereq: Graduate classification or permission of instructor.*

Issues in ethics and decision-making as they relate to technology, design, design research, HCI, and the design industry.

ARTGR 590. Special Topics.

Cr. arr. *Prereq: Bachelor's degree in graphic design, or evidence of satisfactory equivalency in specialized area*

Written approval of instructor and department chair on required form in advance of semester of enrollment.

ARTGR 590A. Special Topics: Theory, Criticism, and Methodology.

Cr. arr. *Prereq: Bachelor's degree in graphic design, or evidence of satisfactory equivalency in specialized area*

Written approval of instructor and department chair on required form in advance of semester of enrollment.

ARTGR 590B. Special Topics: Two-Dimensional Design.

Cr. arr. *Prereq: Bachelor's degree in graphic design, or evidence of satisfactory equivalency in specialized area*

Written approval of instructor and department chair on required form in advance of semester of enrollment.

ARTGR 590C. Special Topics: Three-Dimensional Design.

Cr. arr. *Prereq: Bachelor's degree in graphic design, or evidence of satisfactory equivalency in specialized area*

Written approval of instructor and department chair on required form in advance of semester of enrollment.

ARTGR 591. Publication Design: Magazines.

(Dual-listed with ARTGR 491). (0-6) Cr. 3. F. *Prereq: Graduate enrollment in College of Design*

The philosophy, concepts and structures of magazine design.

ARTGR 592. Publication Design: Books.

(Dual-listed with ARTGR 492). (0-6) Cr. 3. S. *Prereq: Graduate enrollment in College of Design*

The philosophy, concepts and structures of book design.

ARTGR 593. Workshop.

Cr. 1-3. Repeatable. *Prereq: Graduate classification; evidence of satisfactory experience in area of specialization*

Intensive 2 to 4 week studio exploration. Topics vary each time offered.

ARTGR 599. Creative Component.

Cr. arr. Repeatable.

Courses for graduate students:**ARTGR 611. Teaching in Higher Education and Design Practice.**

(3-0) Cr. 3. *Prereq: Graduate classification*

Introduction to teaching methods, curriculum design, project development, and business strategies for Design Education and Professional Practice.

ARTGR 672. Graphic Design and Human Interaction.

(0-6) Cr. 3. F.S. *Prereq: ARTGR 570, ARTGR 571, and graduate enrollment in College of Design or permission of instructor*

The theory and investigation of experience design as it applies to human interactions in contemporary society and culture. Studio problems may involve such areas as: exhibition design, electronic interface design, wayfinding, package design, and publication design.

ARTGR 672A. Usability.

(0-6) Cr. 3. F.S. *Prereq: ARTGR 570, ARTGR 571, and graduate enrollment in College of Design or permission of instructor*

The exploration and design of interface/interaction with products, systems, and technologies.

ARTGR 672B. Design for Behavioral Change..

(0-6) Cr. 3. F.S. *Prereq: ARTGR 570, ARTGR 571, and graduate enrollment in College of Design or permission of instructor*

The exploration and design of educational experiences and artifacts as they relate to the social, emotional, and behavioral aspects of society.

ARTGR 672C. Consumer Experience Design and Branding..

(0-6) Cr. 3. F.S. *Prereq: ARTGR 570, ARTGR 571, and graduate enrollment in College of Design or permission of instructor*

The theory and investigation of experience design as it applies to human interactions in contemporary society and culture. Studio problems may involve such areas as: exhibition design, electronic interface design, wayfinding, package design, and publication design.

ARTGR 690. Advanced Topics.

Cr. arr. Repeatable.

ARTGR 698. Current Issues in Graphic Design.

Cr. 1-3. Repeatable, maximum of 9 credits. *Prereq: Graduate enrollment in College of Design or permission of instructor*

Selected issues in contemporary graphic design. Topics and readings vary each time offered.

ARTGR 699. Research-Thesis.

Cr. arr. Repeatable.